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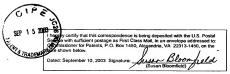
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10/646,579 **TRANSMITTAL** Filing Date August 22,2003 **FORM** First Named Inventor Ajay R. Bam Art Unit N/A (to be used for all correspondence after initial filing)

Examiner Name Not Yet Assigned Attorney Docket Number Total Number of Pages in This Submission 65003/P001US/10308058

ENCLOSURES (Check all that apply)						
ENOLOGONES (Check all that apply)						
Fee Transmittal Form	Drawing(s)	After Allowance Communication to Group				
Fee Attached	Licensing-related Papers	Appeal Communication to Board of Appeals and Interferences				
Amendment/Reply	Petition	Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)				
After Final	Petition to Convert to a Provisional Application	Proprietary Information				
Affidavits/declaration(s)	Power of Attorney, Revocation Change of Correspondence Address	Status Letter				
Extension of Time Request	Terminal Disclaimer	X Other Enclosure(s) (please identify below):				
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Response to Missing Parts/ Incomplete Application	Remarks					
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT						
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Signature						
Date September 10, 2003						

Transmittal I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below. Dated: September 10, 2003 Signature:



Docket No.: 65003/P001US/10308058 (PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Ajay R. Bam, et al.

Application No.: 10/646,579

Confirmation No.: N/A

Filed: August 22, 2003

Art Unit: N/A

For: SYSTEM AND METHOD OF

INTEGRATING LOYALTY/REWARD PROGRAMS WITH PAYMENT IDENTIFICATION SYSTEMS Examiner: Not Yet Assigned

INFORMATION DISCLOSURE STATEMENT (IDS)

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is filed within three months of the U.S. filing date (37 CFR 1.97(b)(1)).

A copy of each reference on PTO/SB/08 is attached.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR

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1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 C.F.R. § 1.98 and the Examiner is respectfully requested to consider the listed references.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 06-2380, under Order No. 65003/P001US/10308058.

Dated: September 10, 2003

Respectfully submitted

David H. Tannenbaum Registration No.: 24,745

FULBRIGHT & JAWORSKI L.L.P. 2200 Ross Avenue, Suite 2800 Dallas, Texas 75201-2784

(214) 855-8000 (214) 855-8200 (Fax) Attorney for Applicant

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				Application Number	10/646,579	
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				Art Unit	N/A	
	(use as many sheets as necessary)			Examiner Name	Not Yet Assigned	
Sheet	1	of	1	Attorney Docket Number	65003/P001US/10308058	

	U.S. PATENT DOCUMENTS						
		Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant		
	No.1	Number-Kind Code ² (# known)	MM-DD-YYYY		Passages or Relevant Figures Appear		
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No.1	Foreign Patent Document Country Code ³ -Number ⁴ -Kind Code ⁶ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T°

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